

ABSTRACT OF THE DISCLOSURE

A media delivery system offers a low-cost consumer alternative to traditional media delivery offerings and provides fully selectable and controllable media to consumers through a personal media device. Media suppliers in the system provide and manage the content in a data center through a supplier management system. The system profiles consumers and their behaviors as they interact with the system, and the personal media device is operable to exchange profiling data with a data warehouse in the data center. Information derived from the data warehouse is, in turn, utilized by the media suppliers to create revenue streams, increase internal knowledge, and optimize internal processes.